

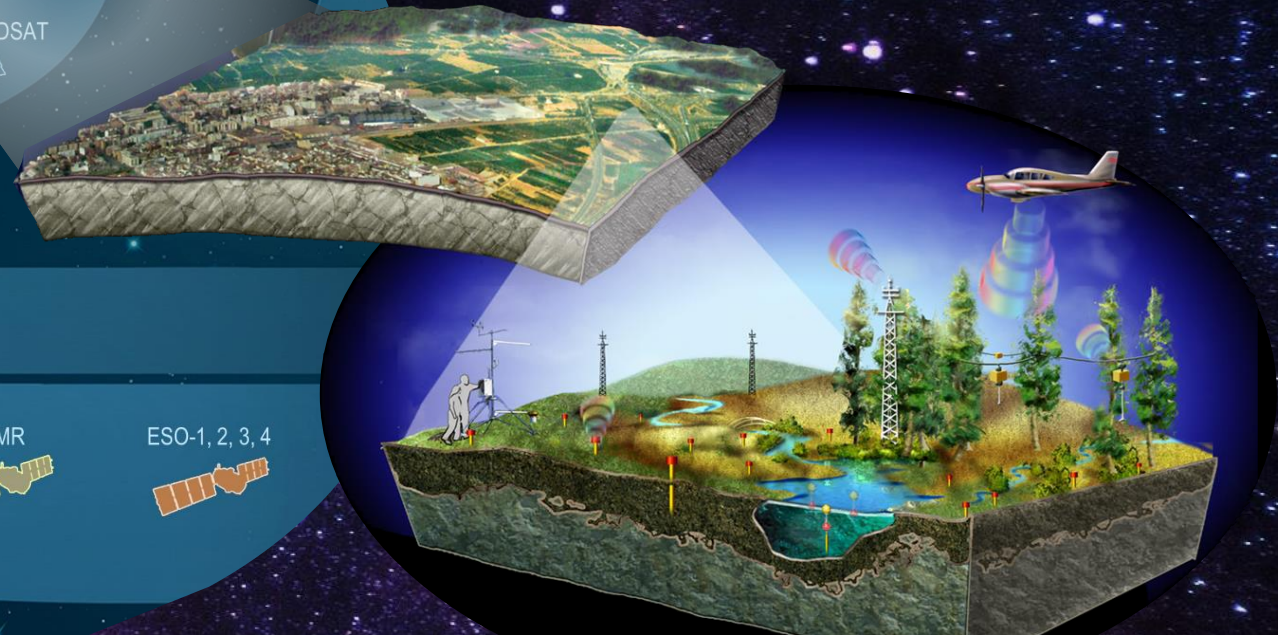


Woody Turner and Keith Gaddis



# Catalyst:

## *An ESO Pathfinder*

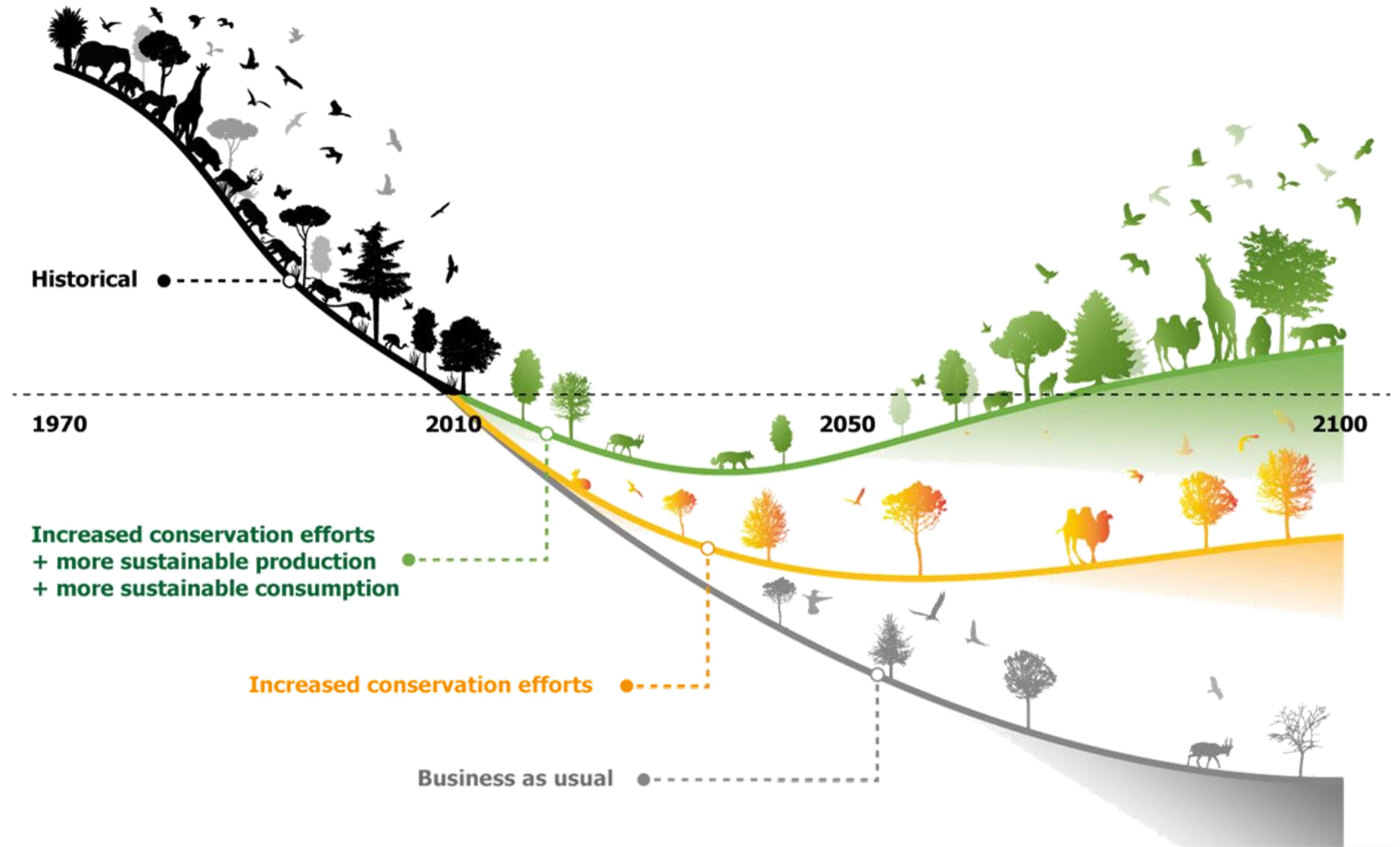






# Conservation: A Unifying Theme

*An ESO requires partnership. Using a respected common objective incentivizes participation.*

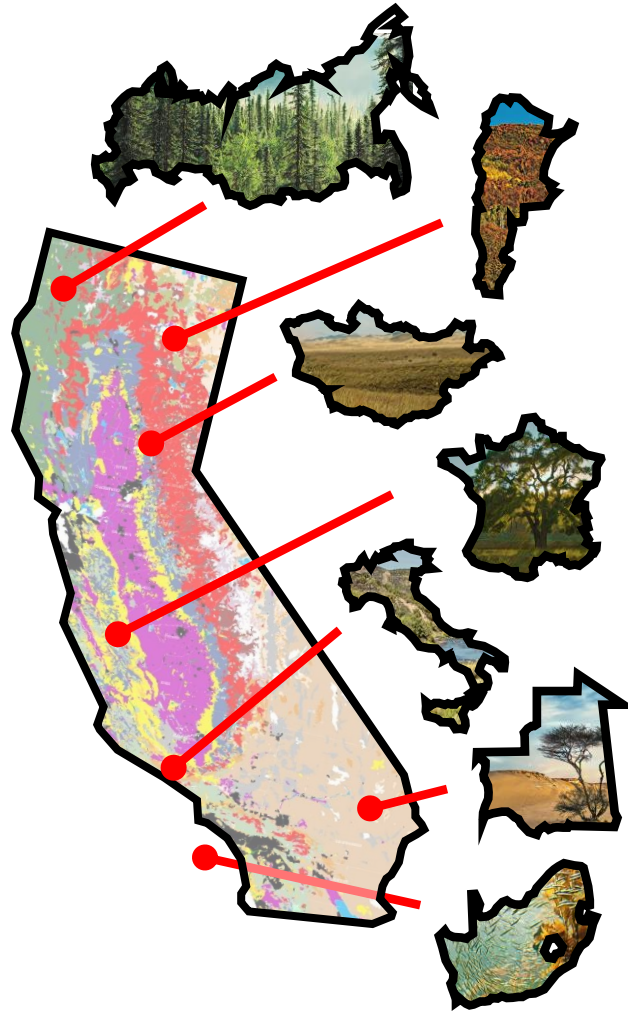


# Western USA: The Starting Place

## Exceptional Diversity



## Scalability



## Unparalleled Capability



## Unprecedented Need





# What We've Done

## Scoping study with Metropolitan Group

- Commissioned California scoping study
  - 40 in-depth interviews with +60 people
  - 2 NASA listening sessions (Ames and JPL)
  - 3+ calibration discussions with the State of California
  - 3 virtual roundtables
- Roundtable key questions:
  1. Is there a need for more integrated biodiversity conservation efforts in the western U.S.?
  2. If yes: What role is NASA positioned to play to enhance biodiversity conservation impact?





# What We Found

Scoping study with Metropolitan Group

- End users have an urgent need for decision support
- NASA is well positioned to lead
- The time is now
- Requires more than business as usual





## Catalyst: the Biodiversity Conservation Accelerator

### “Glue Funding”

Address critical unfunded **collaboration** that **integrates information** across research and applications consortia.

*Build truly integrated EOS.*

### Nimble Grants

Foster project-level collaboration through small and large **rapid-response grants**.

*Diversify NASA investment.*

### Training for 21st Century

**Build end user capacity** for using next generation NASA resources in concert with emerging partner data.

*Expand use of NASA data.*

### Storytelling

**Demonstrate the benefits of integrating information** across ecosystems, sectors, disciplines and scales.

*Recruit new investment and support.*

### Strategic Leveraging and Bundling

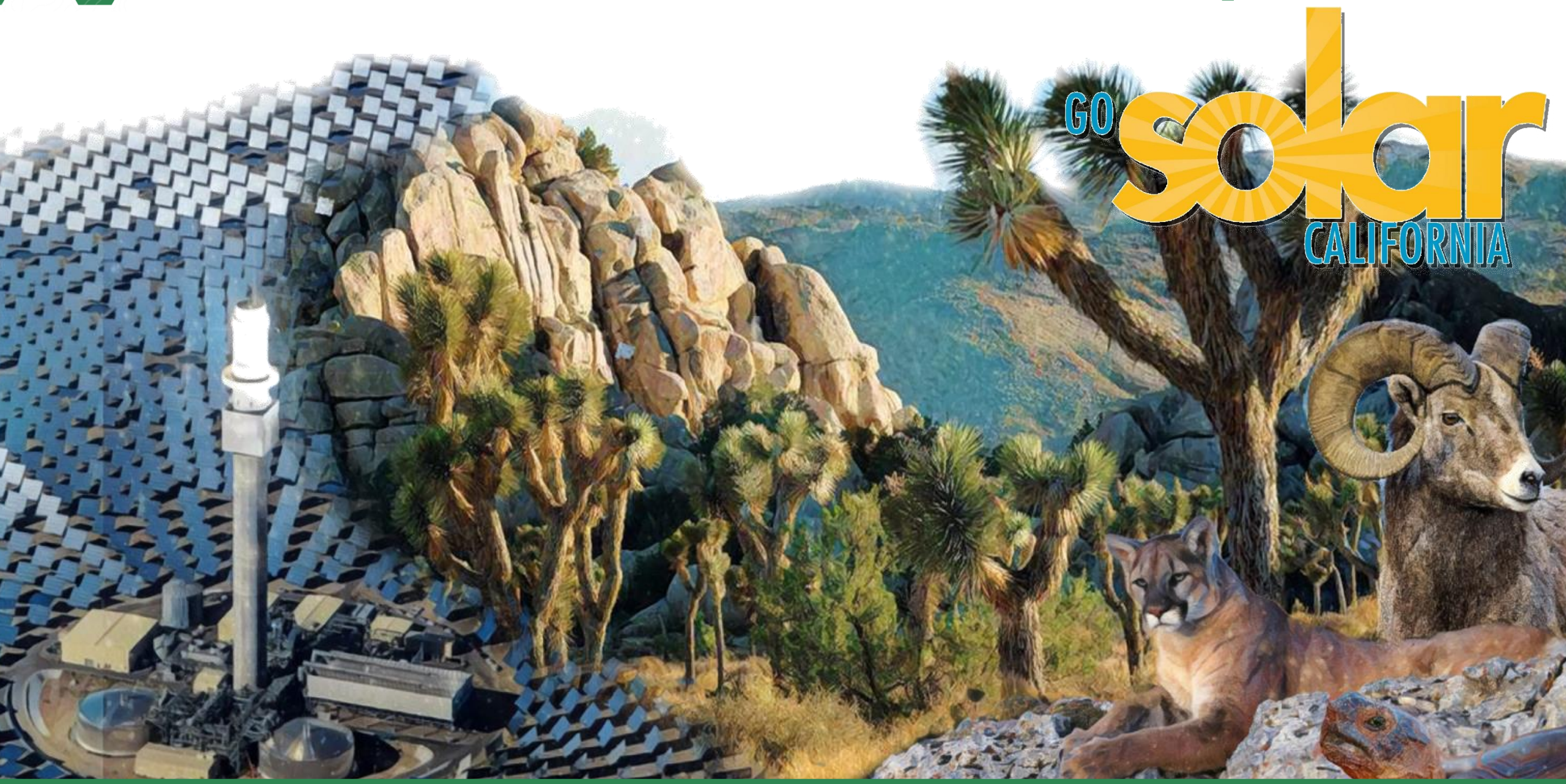
Co-create with diverse funders **agile funding models** to address core challenges as they arise, and **long-term funding** commensurate with biodiversity conservation.

*Amplify output through cofinancing.*





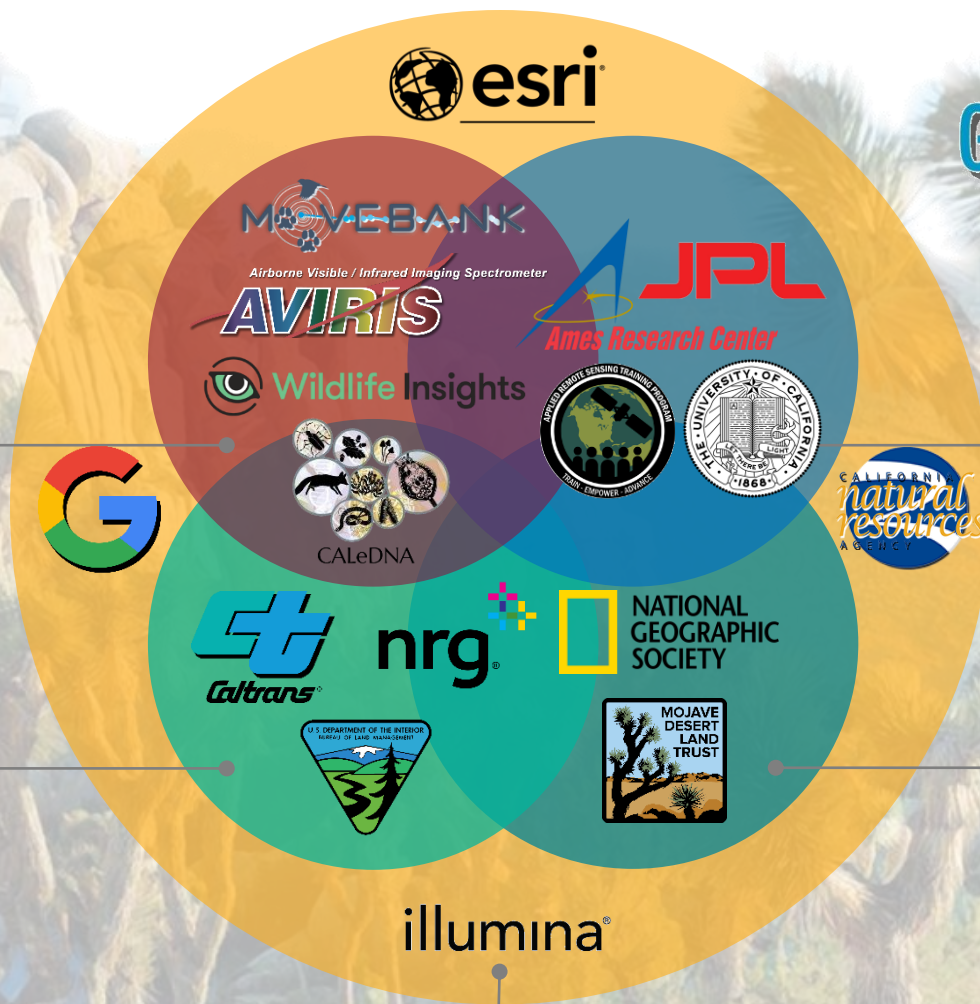
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